

Commerce Bank, in partnership with Interlink Capital Strategies' American Export Training Institute, will be conducting a unique export training seminar in Washington DC on September 11th-12th. In this global economy, you need to keep one eye on opportunities, and the other on potential problems. Success depends on managing a sound sales strategy, mitigating risks, and securing cost-effective financing.

Anyone responsible for export decisions – executive management, sales and marketing executives, credit managers, accountants, and finance officers – will benefit significantly from the vital tools, techniques, and concepts presented in an Interlink seminar. We will cover international payment terms, sales and marketing issues, logistics in coordination with finance, financing methods, credit evaluation, and risk mitigation, all from the perspective of a practitioner.

Presented by Mr. Chip Thomas, a veteran international banker has taught the secrets of successful trade finance to thousands of satisfied customers all over the world. Chip has co-authored with Alan Beard the internationally recognized the *Trade Finance Handbook*, an insightful hands-on resource guide equipping decision makers with proven techniques for successful cross-border transactions.

So set your calendar in September and learn the **"SECRETS OF SUCCESSFUL TRADE FINANCING."**



ARE PROUD TO SPONSOR A  
**UNIQUE 2-DAY SEMINAR:**

## **"The Secrets of Successful Trade Financing"**

**H**ere is a special opportunity to learn more about key and timely global trade and finance issues. Presented by **THE AMERICAN EXPORT TRAINING INSTITUTE (AETI)**, a division of Export Risk Management, Inc., this interactive 2-day seminar provides indispensable tools, techniques, and practical advice for any company desiring a successful and profitable export program.

During this unique workshop, attendees will gain a clearer understanding of how to really use financing tools such as letters of credit & government resources; offer competitive terms & yet receive payment upon shipment; protect balance sheets from the risks of international trade; and identify creditworthy prospects. Chip Thomas, a global trade and banking expert, will lead the program. Get expert advice on your specific issues!

## Who Should Attend?

Anyone responsible for export decisions:

- CEOs & CFOs
- International Sales & Marketing Executives
- Export Managers
- Controllers
- Accountants & Finance Officers
- Credit Managers

## Learn How To:

- Decrease Your Risks
- Increase Your Sales
- Improve Your Cash Flow
- Coordinate LC's w/Contracts
- Use Letters of Credit: The 20 Critical Do's & Dont's
- Use Drafts & Acceptances

Complete Agenda:

<http://www.exportrisk.com>

**September 11<sup>th</sup> & 12<sup>th</sup>  
8:30 AM - 5:00 PM  
1301 K St., NW  
Suite 1100 – East Tower  
Washington, DC 20005**

### • Please Note •

**Registration is complete only upon payment. Please select a credit card option to secure your reservation, and fax it immediately to (860) 435-0436**

Or mail registration and check payable to:

Export Risk Management, Inc., 225 Taconic Road, Salisbury, CT 06068 PH: (860) 435-0430

**Paid registrations received by August 23<sup>rd</sup> obtain a \$25 discount!**

Name (please submit a separate form for each person)					
Title			Company		
P.O. Box or Street Address			E-mail Address		
City	State	Zip	Phone (     )	Fax (     )	

#### **Payment Options:**

Check

Visa

Master Card

American Express

Diner's Club

**Registration Fee** (includes course materials, refreshments, lunch):

\$ 495 (one registrant);

\$ 395 each (two or more people)

\$ 295 (Small Business Discount: < \$10MM in Annual Sales)

Cardholder Name (print)	Credit Card Number	Exp. Date
Signature		AETI use only: ICS

**Advance Payment is Required.** No refunds will be granted. Substitutions may be made at any time at no charge.

**Please contact us if you have any questions or need additional information.**

**Best Regards,  
Donald Burley**

**Director Business Development**

**[dburley@i-caps.com](mailto:dburley@i-caps.com)**

**703.752.5880 Ext. 107**